

LABEL HAVING IMPROVED AESTHETIC APPEARANCE

Abstract of the Disclosure

A label includes indicia disposed on a facestock comprising cellophane. In one embodiment, the indicia are screen printed onto the facestock. In another embodiment, the label may further include layers of tactile coating selectively applied to discrete areas of the facestock to create distinct raised portions on the label. The tactile coating may be applied to correspond to the location of the indicia, wherein the raised portions overlie the indicia. A separate layer of primer may be applied to the facestock to cover substantially an entire side of the facestock. A plurality of such labels may be provided in a stack to an automatic labeling machine for application to a series of containers. The label may be applied to a container and the raised portions of the label provide tactile feel which enhances the aesthetic qualities of the label and container.